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MARCH
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

BEST AVAILABLE COPY

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	MARCH		% '81 VS '80	% IND	
	1981	1980		1981	1980
A.M.C.	12312	14974	82.22	1.45	1.87
(Concord)	4671	6612	70.64	.55	.83
(Eagle)	3551	2977	119.28	.42	.37
Chrysler	10133	13857	73.13	1.19	1.73
(Le Baron)	5081	6340	80.14	.59	.79
Dodge	38421	30751	124.94	4.53	3.84
(Diplomat)	2907	3181	91.39	.34	.40
(Colt)	5728	6230	91.94	.67	.78
(Challenger)	1442	1360	106.03	.17	.17
(Omni)	10507	11030	95.26	1.24	1.37
(Aries)	14191	–	–	1.68	–
Plymouth	43706	29700	147.16	5.15	3.71
(Arrow/Champ)	5579	6509	85.73	.66	.81
(Sapporo)	1594	931	171.21	.19	.12
(Horizon)	15456	13348	115.79	1.82	1.67
(Reliant)	18321	–	–	2.16	–
(Gran Fury)	1215	1186	102.45	.14	.15
Chrysler Corp.	92260	74308	124.16	10.87	9.28
Ford	108092	113211	95.48	12.73	14.13
(Fiesta)	6336	6771	93.58	.75	.85
(Escort)	28242	–	–	3.32	–
(Fairmont)	21647	33196	65.21	2.55	4.14
(Granada)	11685	5932	196.98	1.38	.74
(LTD)	9214	12741	72.32	1.09	1.59
(Mustang)	19479	22212	87.70	2.29	2.77
(T'Bird)	9106	19697	46.23	1.07	2.46
Lincoln	6115	6085	100.49	.72	.76
(Mark VI)	3193	3569	89.46	.38	.45
Mercury	32780	33372	98.23	3.86	4.17
(Zephyr)	6395	9457	67.62	.75	1.18
(Cougar)	3498	8069	43.35	.41	1.01
(Capri)	5084	6149	82.68	.60	.77
(Lynx)	8909	–	–	1.05	–
Linc/Merc. Div.	38895	39457	98.58	4.58	4.93
Ford Motor Co.	146987	152668	96.28	17.31	19.06
Buick	74194	58509	126.81	8.74	7.31
(Skylark)	24525	15299	160.30	2.89	1.91
(Century)	35764	26914	132.88	4.22	3.37
(Riviera)	3510	3287	106.78	.41	.41
Cadillac	17637	19060	97.66	2.08	2.26
(Eldorado)	4199	4153	101.11	.50	.52
(Seville)	2144	3278	65.41	.25	.41
Chevrolet	165613	161253	102.70	19.51	20.14
(Chevette)	54438	38514	141.27	6.41	4.81
(Monza)	2403	12709	18.91	.28	1.59
(Camaro)	11429	10346	110.47	1.35	1.29
(Citation)	39764	32487	122.40	4.68	4.06
(Malibu)	18144	22132	81.98	2.14	2.76
(Corvette)	2892	3116	92.81	.34	.39
(Monte Carlo)	20819	13577	153.34	2.45	1.70
Oldsmobile	81330	68726	118.34	9.58	8.58
(Omega)	13029	8360	155.85	1.53	1.04
(Cutlass)	48093	38452	125.07	5.67	4.80
(Toronado)	2697	3117	86.53	.32	.39
Pontiac	53374	54088	98.68	6.29	6.75
(Sunbird)	6214	12134	51.21	.73	1.51
(Phoenix)	11469	8124	141.17	1.35	1.01
(Lemans)	6074	7022	86.50	.72	.88
(Firebird)	6551	7778	84.22	.77	.97
Gen. Mtrs. Corp.	392148	360636	108.74	46.20	45.04
Misc. Domestic	206	274	75.18	.02	.03
Other Import	205054	197920	103.60	24.15	24.72
U.S. Total	848967	800780	106.02		

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UNITED STATES SUMMARY
MARCH 1981 ISSUED 05/81

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '81 VS '80	% IND		YEAR END 1980
	1981	1980		1981	1980	
A.M.C.	36201	41546	87.13	1.68	1.84	150878
(Concord)	14536	18057	80.50	.68	.79	67836
(Eagle)	11070	8941	123.81	.51	.40	32785
Chrysler	29392	37482	78.42	1.36	1.66	138385
(Le Baron)	14208	16230	87.54	.66	.72	63706
Dodge	97966	84635	115.75	4.53	3.75	312428
(Diplomat)	8308	7552	110.01	.38	.33	31161
(Colt)	13398	18118	73.94	.62	.80	49872
(Challenger)	3621	3338	108.48	.17	.15	12000
(Omni)	27542	29325	93.92	1.27	1.30	103425
(Aries)	34018	–	–	1.58	–	17589
Plymouth	105811	80417	131.58	4.90	3.57	300580
(Arrow/Champ)	13246	18367	72.12	.61	.81	54741
(Sapporo)	3722	2416	154.06	.17	.11	9317
(Horizon)	37783	36064	104.77	1.75	1.61	128225
(Reliant)	43621	–	–	2.02	–	23755
(Gran Fury)	2318	2073	111.82	.11	.09	11625
Chrysler Corp.	233169	202534	115.13	10.79	8.98	751393
Ford	276438	300593	91.96	12.80	13.33	1114816
(Fiesta)	15961	19231	83.00	.74	.85	67929
(Escort)	76373	–	–	3.55	–	45374
(Fairmont)	55158	79706	69.20	2.55	3.54	277421
(Granada)	27234	19381	140.52	1.26	.86	84585
(LTD)	25983	37762	68.81	1.20	1.67	143810
(Mustang)	45177	59698	75.68	2.09	2.65	222549
(T'Bird)	22060	47096	46.84	1.02	2.09	128903
Lincoln	15160	21475	70.59	.70	.95	72740
(Mark VI)	8079	12957	62.35	.37	.57	41473
Mercury	85537	91087	93.91	3.96	4.04	326361
(Zephyr)	17177	23539	72.97	.80	1.05	84297
(Cougar)	8600	20783	41.38	.40	.92	55109
(Capri)	12494	16676	74.92	.58	.74	62974
(Lynx)	23297	–	–	1.07	–	13326
Linc/Merc. Div.	100697	112562	89.46	4.66	4.99	399101
Ford Motor Co.	377135	413155	91.28	17.46	18.32	1513917
Buick	179357	167954	106.79	8.30	7.45	707544
(Skylark)	53921	42995	125.41	2.50	1.91	180006
(Century)	85672	75001	114.23	3.96	3.32	337183
(Riviera)	9926	10326	96.13	.46	.46	42098
Cadillac	50061	60318	83.00	2.32	2.67	212557
(Eldorado)	12150	12549	96.82	.56	.55	51065
(Seville)	6815	10837	62.89	.32	.48	35347
Chevrolet	397258	462900	85.82	18.38	20.53	1725874
(Chevette)	117964	102485	115.10	5.45	4.55	369180
(Monza)	13241	34320	38.58	.61	1.52	148867
(Camaro)	24153	31113	77.63	1.12	1.38	117164
(Citation)	89886	93291	96.35	4.16	4.14	370605
(Malibu)	51302	62450	82.15	2.37	2.77	262605
(Corvette)	7729	8664	89.21	.36	.38	36408
(Monte Carlo)	45914	41632	110.29	2.13	1.85	163097
Oldsmobile	200358	193405	103.60	9.27	8.58	807000
(Omega)	27476	21921	125.34	1.27	.97	92118
(Cutlass)	115216	106572	108.11	5.33	4.74	461229
(Toronado)	7928	9558	82.95	.37	.42	36246
Pontiac	136286	155035	87.91	6.31	6.87	612794
(Sunbird)	22330	28646	77.95	1.03	1.27	129312
(Phoenix)	25782	22631	113.92	1.20	1.00	99542
(Lemans)	17583	21225	82.84	.81	.94	78422
(Firebird)	15090	23234	64.95	.70	1.03	83832
Gen. Mtrs. Corp.	963320	1039612	92.66	44.58	46.10	4065769
Misc. Domestic	570	784	72.70	.03	.03	3659
Other Import	550104	557674	98.64	25.46	24.73	2275321
U.S. Total	2160499	2255305	95.80			8760937

(Mexico Total) – Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE*		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	14110	8.02	38223	57688	66.26	7.63	8.70
Plymouth	1598	.91	4500	7897	56.98	.90	1.19
Ford	56968	32.36	162530	207072	78.49	32.46	31.22
Chevrolet	51627	29.33	154749	205307	75.37	30.90	30.95
G.M.C.	12546	7.13	36164	51279	70.52	7.22	7.73
I.H.	4593	2.61	14891	16915	88.03	2.97	2.55
Jeep Truck	3608	2.05	11486	23543	48.79	2.29	3.55
Mack	1503	.85	4251	5551	76.58	.85	.84
Kenworth	780	.44	2297	3299	69.63	.46	.50
Peterbilt	510	.29	1335	2032	65.70	.27	.31
Freightliner	717	.41	1837	3033	60.57	.37	.46
White	393	.22	1278	2153	59.36	.26	.32
Misc.	27074	15.38	67189	77488	86.71	13.42	11.68
U.S. Total	176027		500730	663257	75.50		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	22785	15323	114	1	–	–	–	–
(Dodge 1)	14458	8568	12	–	–	–	–	–
Plymouth *	3442	1058	–	–	–	–	–	–
Ford	54739	96758	–	–	–	3183	5894	1956
(Ford 2)	21710	29612	–	–	–	–	–	–
Chevrolet	81920	64900	3112	–	202	2228	2123	264
(Chevrolet 3)	32412	17868	–	–	–	–	–	–
G.M.C.	13349	16529	4	–	143	1491	2455	2193
(G.M.C. 4)	2001	3881	–	–	–	–	–	–
I.H.	–	1018	–	–	–	4567	4824	4482
Jeep Truck	6408	5078	–	–	–	–	–	–
(Jeep 5)	6408	3765	–	–	–	–	–	–
Mack	–	–	–	–	–	241	18	3992
Kenworth	–	–	–	–	–	–	–	2297
Peterbilt	–	–	–	–	–	–	–	1335
Freightliner	–	–	–	–	–	–	–	1837
White	–	–	–	–	–	–	–	1278
Misc.	64757	766	1	2	4	762	485	412
Total	247400	201430	3231	3	349	12472	15799	20046
1980 Total	290526	305866	1987	95	592	14560	19791	29840
1981 VS '80	85.16	65.86	162.61	3.16	58.95	85.66	79.83	67.18

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.
REGISTRATIONS FOR THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
Domestic Sponsored Imports				
Dodge Colt/Hatchback	13396	.62	18118	.80
Plymouth Arrow/Champ	13246	.61	18367	.81
Others	23304	1.08	24985	1.11
Total Domestic Sponsored Imports	49946	2.31	61470	2.73
Other Imports				
Datsun	105012	4.86	128510	5.70
Honda	94398	4.37	83029	3.68
Mazda	46899	2.17	38198	1.69
Mercedes-Benz	13369	.62	12931	.57
Subaru	32683	1.51	28520	1.26
Toyota	143939	6.66	147405	6.54
Volkswagen	55803	2.58	56139	2.49
Volvo	12595	.58	12209	.54
Others	45406	2.10	50733	2.25
Total Other Imports	550104	25.46	557674	24.73
Grand Total All Import Cars	600050	27.77	619144	27.45

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

Domestic Sponsored Imports				
Chevrolet L.U.V.	17142	3.42	24052	3.63
Dodge D50	8284	1.65	10417	1.57
Ford Courier	17064	3.41	20529	3.10
Plymouth Arrow	2958	.59	5140	.77
Total Domestic Sponsored Imports	45448	9.08	60138	9.07
Other Imports				
Datsun	24822	4.96	27791	4.19
Mazda	2667	.53	2368	.36
Subaru	1701	.34	3442	.52
Toyota	27086	5.41	35890	5.41
Volkswagen	9052	1.81	6077	.92
Others	195	.04	–	–
Total Other Import Trucks	65523	13.09	75568	11.39
Grand Total All Import Trucks	110971	22.16	135706	20.46

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830628	1983188
*1972	10487704	2513963
*1973	11360986	3029074
*1974	8701084	2656918
*1975	8261840	2397417
*1976	9751485	3058008
*1977	10626234	3606328
*1978	10946104	3963340
*1979	10368696	3472209
*1980	8760937	3476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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